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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/931,779	08/17/2001	Yasuhisa Nakajima	SONYJP 3.0-203	3668
530 7590 07/10/2008 LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK 600 SOUTH AVENUE WEST WESTFIELD, NJ 07090			EXAMINER VENT, JAMIE J	
			ART UNIT 2621	PAPER NUMBER
			MAIL DATE 07/10/2008	DELIVERY MODE PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

DETAILED ACTION

Response to Arguments

1. Applicant's arguments filed May 22, 2008 have been fully considered but they are not persuasive. On pages 2-3 applicant argues that Matsuzaki in view of Saitoh et al fails to disclose, suggest, or teach the following limitations: "inserting discount charge data into the control message" as recited in Claim 30. As described by Matsuzaki the charge information calculated and processed through the control message (Column 5 Lines 5-67 and Column 6 Lines 1-67). The systems inserts the discount charge information into control message which allows for proper calculating between terminals and therefore provide efficient data to the user. Furthermore, on page 3 applicant argues that Matsuzaki in view of Saitoh et al fails to disclose

- multiplexing the content data with the control message by a first information processing apparatus to produce multiplexed data and transmitting the multiplexed data via the digital broadcast transmission
- receiving and demultiplexing the multiplexed data by a second information processing apparatus to receive the first control information and the content data
- recording the received content data onto a recording medium by the second information processing apparatus

Saitoh et al teaches a system wherein data is multiplexed into a digital broadcast stream (Figure 5 and described in Column 5 Lines 10+) and further receives and

Art Unit: 2623

demultiplexes first and second control information (Figure 3) prior to recording the information onto the recording medium (Figure 3 and described in Column 3 Lines 25-37). The multiplexing and demultiplexing of data allows for the system to properly store and process the content data being processed within the system. Furthermore, it is noted that Saitoh et al teaches the system of multiplexing data from a broadcast transmission; however, does not disclose the broadcast transmission to include discount charge data. The information regarding discount charge data being embedded in the video stream is disclosed by Matsuzaki. Although, all of applicants points are understood the examiner can not agree and the rejection is maintained.

/John W. Miller/

Supervisory Patent Examiner, Art Unit 2623